



LocalEats® Introduces Gift Card for Use at Independently Owned Restaurants

Every holiday season, gift cards continue to rise in popularity as handy gifts for friends, co-workers and loved ones. But to date, the gift card market has largely been dominated by big box stores, nationwide gas stations, and fast food and mega-chain restaurants. LocalEats is looking to change the gift card game with the launch of their gift card program specifically designed for locally owned restaurants. And unlike your typical gift card that's accepted at one particular retailer or restaurant, the LocalEats card is redeemable at a number of fantastic independent restaurants nationwide.

"Thoughtful consumers want to buy local, and we see no reason why locally owned restaurants shouldn't benefit from gift cards," explains LocalEats Chief Operations Officer Brian Relleva. "That's why we've created a national network of excellent locally owned restaurants that will accept the LocalEats gift card."

The LocalEats gift card is now available for purchase online at <http://giftcards.localeats.com>. The pre-paid card offers consumers a variety of denominations, and recipients can redeem them at any restaurant participating in the LocalEats gift card program. Relleva continues, "When it comes to restaurant gift cards, we realize local restaurants are at a disadvantage compared to chains. The LocalEats gift card is unique because recipients can choose from otherwise unrelated, independent restaurants. Our network currently features select restaurants in every major city in America, and our roster will continue to grow over the coming months."

About LocalEats

Owned and operated by [Magellan Press, Inc.](#), LocalEats is a company dedicated to providing the best curated restaurant guide in America. Founded in 1991, the company began as an independent book publishing company, which created the popular *Where the Locals Eat* dining guide. In 2008, the guide went digital and has become the top paid dining app in the iTunes App Store. Today the LocalEats® iPhone and iPad apps and website are leading sources for the best regional dining information nationwide. The app has received national recognition by *The New York Times*, *Travel + Leisure*, *USA Today*, *Budget Travel*, *Business Week*, *Mashable*, *Peter Greenberg*, *Kim Komando Show*, and *CNET*.

More information is available at LocalEats.com.

Online version of this release:

<http://www.localeats.com/dine-n-dash/blog/2013/november/localeats-introduces-gift-card/>

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LocalEats Available for
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